

Application No. 09/991,679  
Amendment dated October 7, 2005  
Reply to Office Action of May 9, 2005

Page 2

Amendments to the claims

The claims of the application are amended as follows:

Claims 1 to 25 (cancelled)

26. (new) A system for preparing personalized printed business communications accessible by a browser over the internet comprising  
a web server, said web server including an arrangement for establishing separate accounts for business;  
means for uploading and storing on said web server for future account usage account specific business information including graphic images, specific text messages, marketing communications associated with wares or services of the business, and identification of clients including identification and contact information;  
said web server further including means for establishing for each account authorized users of the specific account;  
said web server including a browser based business card preparation procedure for any authorized user of a specific account, said procedure including the authorized user preparing a personalized business communication having specific panels by selecting account specific business information for specific panels of the personalized business communication based on the uploaded and stored account specific business information in combination with a personal expression entered by the authorized user, said preparation procedure further including user specified clients to receive the personalized business communication from the identified clients associated with the specific account and a user executed step to complete the prepared personalized business communication;

Application No. 09/991,679  
Amendment dated October 7, 2005  
Reply to Office Action of May 9, 2005

Page 3

said web server cooperating with a printing and delivery arrangement to print and deliver the printed personalized business communication to the specified clients.

27. (new) A system as claimed in claim 26 wherein said web server includes a client usage report function providing details of specific client usage.

28. (new) A system as claimed in claim 27 wherein said personalized business communication include a three panel card where each panel includes a front surface and a rear surface.

29. (new) A system as claimed in claim 28 wherein one of said surfaces is an address surface receiving client delivery information and one of said surfaces includes said personal expression.

30. (new) A system as claimed in claim 29 wherein four of said surfaces include said account specific business information.

31. (new) A system as claimed in claim 28 wherein said delivery service is mail delivery service.

32. (new) A system as claimed in claim 21 wherein said user personal expression includes a user signature previously uploaded and stored with said account specific business information.

33. (new) An automated method for preparing business communications over the internet using a browser to access a web server, said method comprising establishing an account with the web server for a specific business, uploading over the internet and storing on the web server account specific account business information including graphic images, specific text messages

Application No. 09/991,679  
Amendment dated October 7, 2005  
Reply to Office Action of May 9, 2005

Page 4

associated with the account, marketing communications associated with wares or services of the business, and identification of clients including identification and contact information, and identification of authorized users of the specific account; a browser based business communication preparation procedure executable on the web server for any authorized user for a specific account, said procedure including the authorized user preparing a business communication by selecting account specific business information of the business communication based on the uploaded and stored account specific business information in combination with a personal expression entered by the user; said preparation procedure further including user selected clients to receive the business communication from the identified clients associated with the specific account and a user executed authorization step to delivery of the prepared business communication;

said web server upon receipt of said user executed authorization step cooperating with a printing and delivery arrangement to print the business communication and deliver the printed business communication to the selected clients.

34. (new) An automated method as claimed in claim 33 wherein said web server includes a predetermined business communication having a 3 panel card format where each panel includes a front and a rear surface for receiving said account specific business information and said personal expression.

35. (new) An automated method as claimed in claim 34 wherein one of said front and rear surfaces of said panels is designated to receive said personal expression and one of said front and rear surfaces of said panels is designated to receive said client contact information to effect delivery of the printed business card.

Application No. 09/991,679  
Amendment dated October 7, 2005  
Reply to Office Action of May 9, 2005

Page 5

36. (new) An automated method as claimed in claim 33 including on the web server a client accessible report providing details of account usage.

37. (new) An automated method as claimed in claim 33 including displaying on said web server a representation of the prepared business communication as a user selects said business information and enters said personal expression.

38. (new) An automated method claimed in claim 33 wherein said business communication is a card having a plurality of panels and said method limits said personal expression to one of said plurality of panels.